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(54) Title: MARKET RESEARCH DATABASE CONTAINING SEPARATE PRODUCT AND NAKED PRODUCT INFORMATION

(57) Abstract

A market research database includes industry code information containing industry codes (such as UPCs), naked product information containing information about naked products, package information containing information about packages, and product definition information linking naked product information, package information, and industry codes. Accordingly, the storage of information in the database is not dependent upon UPCs or other industry codes, making access to product related information difficult. The use of naked product information, together with the way of identifying products, facilitate a third normal form data–base.